



15 mg "tar," 1.1 mg nicotine  
av. per cigarette by FTC method.



**SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.**

810



PAID  
U.S. POSTAGE  
PERMIT NO. 408  
FRANKLIN PARK, IL

CLUB BENSON & HEDGES  
POST OFFICE BOX 4127  
SCHUMBERG, IL 60168-4127

## BENSON & HEDGES SURVEY

Limited to smokers 21 years of age or older. Please return by June 30, 1996.



\*2061037719\*

Use the space below to print name and address; corrections only.

☐ Mr. \_\_\_\_\_  
☐ Mrs. \_\_\_\_\_  
☐ Ms. \_\_\_\_\_  
 Address \_\_\_\_\_ Apt. \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Phone ( ) \_\_\_\_\_

1. What is your regular brand of cigarettes, that is, the brand you smoke most often?

(brand)

2. Is your regular brand...? (Check one.)  
☐ Regular / King Size ☐ 100's ☐ 120's

3. Is your regular brand...? (Check one.)  
☐ Menthol ☐ Non-Menthol

4. Is your regular brand...? (Check one.)  
☐ Lowest/1 mg Tar ☐ Medium ☐ Light/Mild  
☐ Full Flavor ☐ Ultra/Extra Low Tar

5. What, if any, was your previous brand?

(brand)

6. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? Use as many lines as you need. Write in exact number of packs for each brand below.  
 (Note: 1 carton equals 10 packs.)

Brand Name

# of Packs

7. The next time you go to the store, if your regular brand were not available, what would you do? (Check one.)

- ☐ Go to another store to buy my regular brand.  
☐ Buy another type or length of my regular brand.  
☐ Wait until the store has my regular brand.  
☐ Buy a different brand entirely.

8. If your regular brand were not available, which of the following brands would you consider buying?  
 (Check all that apply.)

- |  |                                     |   |   |
|--|-------------------------------------|---|---|
| <input type="checkbox"/> Alpine          | <input type="checkbox"/> Carlton    | <input type="checkbox"/> More                 | <input type="checkbox"/> Superslims         |
| <input type="checkbox"/> Basic           | <input type="checkbox"/> Doral      | <input type="checkbox"/> Newport              | <input type="checkbox"/> True               |
| <input type="checkbox"/> Benson & Hedges | <input type="checkbox"/> GPC        | <input type="checkbox"/> Now                  | <input type="checkbox"/> Vantage            |
| <input type="checkbox"/> Kent            | <input type="checkbox"/> Parliament | <input type="checkbox"/> Viceroy              | <input type="checkbox"/> Winston            |
| <input type="checkbox"/> Best Buy        | <input type="checkbox"/> Kool       | <input type="checkbox"/> Pyramid              | <input type="checkbox"/> Virginia Slims     |
| <input type="checkbox"/> Best Value      | <input type="checkbox"/> Magna      | <input type="checkbox"/> Raleigh              | <input type="checkbox"/> Winston            |
| <input type="checkbox"/> Bristol         | <input type="checkbox"/> Marlboro   | <input type="checkbox"/> Extra                | <input type="checkbox"/> Winston            |
| <input type="checkbox"/> Barks           | <input type="checkbox"/> Merit      | <input type="checkbox"/> Salem                | <input type="checkbox"/> Non-               |
| <input type="checkbox"/> Cambridge       | <input type="checkbox"/> Misty      | <input type="checkbox"/> Sterling             | <input type="checkbox"/> Other (list below) |
| <input type="checkbox"/> Camel           | <input type="checkbox"/> Monarch    | <input type="checkbox"/> Stone Brand/ Generic |   |
| <input type="checkbox"/> Capri           | <input type="checkbox"/> Montclair  |   |   |

(brand)

9. Which of the following best describes you? (Check one.)  
☐ White ☐ African-American ☐ Hispanic  
☐ American Indian ☐ Asian ☐ Other

10. In an effort to know and serve you better, please list three things you enjoy doing in your free time.

We assure you that no name will be sold, and we will not permit the use of a name by any other company that is not affiliated with Philip Morris. By completing this survey and signing below, I certify that I am a smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable state and federal law.

Signature \_\_\_\_\_  
 (Required)

Date Of Birth \_\_\_\_\_ Today's Date \_\_\_\_\_  
 (Required) Month Day Year Month Day Year